

Food and Drug Administration
Center for Food Safety and Applied Nutrition
Office of Special Nutritionals

ARMS#

13202



2 - LABEL SAMPLE

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Royal # 13202
 2/1/99
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 Ex # 3 8910f6

A Three Port System



Lose Weight*

A program that helps you lose weight safely



Feel Good*

St. John's Wort, the "feel good" herb, enhances the effects of PhenSafe.



Energize*

Natural Metabolic Herbs and Amino-nutrients

000635

24.95

PHENSAFETM

Diet Supplement

Includes Diet & Exercise Program

PHENSAFETM

Diet Supplement

The drug free solution that actually works. GUARANTEED.
Or your money back

If you are not satisfied with the results of PhenSafe you may return the box and unused portion of product along with your receipt. A check for your refund will be sent back to you with no questions asked. This unheard of guarantee is being offered because Dr. Lindsey Duncan, the developer of PhenSafe, is so confident in the results his formula will provide. Returns: 10549 W. Jefferson Blvd., Culver City, CA 90232



90 Fast Absorption
 C A P S U L E S
 Easier On Stomach Than
 Tablets or "Caplets"

The drug free solution that actually works. GUARANTEED.

See side of box for details on money back guarantee.

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PHENSAFE™

PhenSafe is a breakthrough new formula developed by Dr. Lindsey Duncan who has successfully consulted thousands of overweight clients. Dr. Duncan created PhenSafe after seeing many of his clients suffer side effects from so called natural "Phen" products that contain harmful amounts of ingredients such as MaHuang and DL-Phenylalanine.



Lose Weight

PhenSafe was scientifically developed by world renowned nutrition and weight loss expert, Lindsey Duncan. PhenSafe is a program that helps you lose weight safely.



Feel Good

St. John's Wort is known as the "feel good" herb for its positive effects on mood. Dr. Duncan has included it in PhenSafe because researchers have found that weight loss is directly related to our sense of "well being".



Energize

Natural metabolic herbs, vitamins and amino-nutrients play a key role in the PhenSafe three part system. With increased energy, calorie burning is dramatically enhanced while exercise and activity become more enjoyable.

The drug free solution that actually works.

GUARANTEED.

Or your money back

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Supplement Facts

Serving Size, Three (3) Capsules		
Amount Per Serving		%RDI
St. John's Wort (3% hypericin)	300 mg	11
L-Glutamic Acid HCL	100 mg	11
B-6 Pyridoxine HCL	20 mg	2000
Niacinamide (B-3)	10 mg	50
Zinc	8 mg	53
Folic Acid	200 mcg	50
Chromelaine	125 mcg	106
B-12	100 mcg	1666
Selenium	75 mcg	150

Each serving of above nutrients formulated with 965 mg of a special mixture containing these natural ingredients:
 ● Sida Cordifolia
 ● Licorice Root Powder
 ● Ginger Root Powder
 ● Cayenne Powder
 ● Mustard Seed Powder
 ● **BIO-PERINE™**

1 Reference Daily Intake (RDI)
 RDI not established

Directions: Take 2 or 3 capsules (3 for max results) before meals with a large glass of water (up to 9 caps daily).

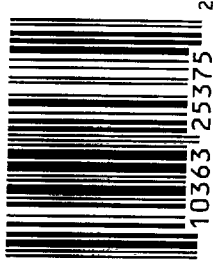
PhenSafe must be used with the enclosed Diet & Exercise Program. **Warnings:** Do not use if safety seal on bottle is broken. Check with your doctor before beginning any new weight loss program. Do not use if you have high blood pressure, prostate or thyroid problems, glaucoma, cardiac arrhythmia. Do not use if you take any MAO inhibitors or if you are pregnant or lactating. Consult your doctor first if you are diabetic, or hypoglycemic. Keep out of reach of children. Store in a cool dry place.

* When used with the PhenSafe Diet & Exercise Program.

** These statements have not been evaluated by the FDA. This product is not intended to diagnose treat, cure or prevent any disease.

Distributed by:
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 Los Angeles, CA 90066 U.S.A.

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הערה: המידע המוצג
הוא למטרות
מידע בלבד

I'm frustrated and mad! As a clinical nutritionist, I have seen tens of thousands of people come into my clinics with damaged bodies from over use of chemical weight loss drugs such as Fen-Phen. Even so called "natural" herbs like Ephedra (Ma Huang) are damaging millions of people's health. As a practitioner who works to build health, not destroy it, my passion is to teach you how to follow a safe and effective weight loss program that is easy-to-follow and will change your life (and health) for the better! In my clinics, we help clients lose weight and keep it off, without dangerous drugs or stimulants of any kind. There is a better way!

1.

התוצאות ההפסד המשמעותי

PhenSafe Dietary Formula

I formulated the PhenSafe program to be a 100% natural alternative to unhealthy weight loss products. PhenSafe contains effective ingredients that will not over-stimulate your central nervous system, cause fatigue or any other negative effects associated with other so called natural "Phen" products.

PhenSafe (when used with this diet and exercise plan) promotes healthy weight loss by: increasing your metabolic rate to burn fat and calories more effectively, enhancing your mood, burning fat and developing lean muscle mass and promoting nutrition. PhenSafe was developed and tested in a nutritional clinic and has proven itself with people just like you.

Important: The results of PhenSafe increase the longer it is used. Do not expect immediate results.

2.

Most overweight people suffer from a psychological compulsion to over-eat. The PhenSafe program helps to overcome this problem! And it involves no calorie counting. It's simple and easy! If you commit to eating a basic low-fat diet with just a little exercise, the pounds will disappear. A healthy diet is not about weighing your portions and starving yourself... it's about making the right food choices. And guess what? The foods you eat must be delicious and enjoyable or you won't stick with the program! Here are a few simple rules of thumb that I use at my clinic:

a) **Fresh Vegetables & Fruits** - 60% of your diet should consist of high-water content foods such as vegetables and fruits. These high-water, live foods offer superior amounts of vitamins and minerals, are low in calories, and provide lots of fiber. They are filling without being

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fattening. I recommend snacking on vegetables and fruits with your regular meals and throughout your day, including vegetable sticks like carrots, celery, cucumber, cauliflower, broccoli, green beans etc. as snacks dipped in fat-free salsa.

b) High Quality Protein - One or two high quality, low fat protein choices each day, such as fresh fish, turkey, chicken, eggs etc. If you are a vegetarian, include tofu products, soy milk, soy protein, beans, sprouts etc. It is important to ingest enough protein to maintain good muscle tone and energy levels. A meal consisting of high quality protein (small to moderate portion) combined with vegetables and a raw salad is the perfect weight loss meal.

c) Starches & Carbohydrates - Limit your starches and carbohydrates with

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each meal. Many people do not realize that excess carbohydrates can wreak havoc on a weight loss program. Carbohydrate intake greatly affects blood sugar levels, which in turn, affects energy levels, food cravings, and the need to eat constantly. Did you know that excess starches and carbohydrates are converted into sugar? If the sugar is not utilized, it is converted into FAT. So beware of all the "fat-free" snacks out there... if they contain sugar, they can end up as fat on your body!

Good carbohydrate examples: brown rice, wild rice, corn, oatmeal, whole grain cereals, whole grain pastas, yams, potatoes, butternut squash etc.

Bad carbohydrate examples: cakes, cookies, sodas, candy, ice cream, pastries, chips etc. Try to avoid these low-nutrition, high-sugar and high-fat foods!

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d) Fats - Limit your fat intake. Use fat free dressings on your salads and avoid fried foods of any type. Most people will naturally obtain enough fat through foods like nuts, avocados, meats, low-fat dairy products etc. A word about dairy products: Too much dairy in the diet can cause digestion and metabolism to slow down. Many people exhibit allergic reactions to dairy products, including excess mucous and congestion, which in turn, inhibits digestion and elimination. Limit your dairy intake to non-fat milks, yogurts and cheeses, and use with moderation.

e) The Importance of Water - Drinking 8 to 10 glasses of water per day is a necessity in any weight loss program. Water carries nutrients into our cells and tissues. It also removes toxins from our bodies. Drinking plenty of water is a crucial and effective part of the

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PhenSafe weight loss program. The average person loses nearly 2 1/2 quarts of water every day. If you do not replace those 2 1/2 quarts each day, your metabolism slows down. Drinking several glasses of water before mealtimes also helps to curb your appetite.

Ten Important Diet Tips:

1. Cut down your sugar consumption (especially sodas, which contain an average of seven teaspoons of sugar per can). If you avoid sugary foods for several weeks, your craving for them will almost disappear.
2. Eat plenty of fiber. Fiber helps you feel full and stabilizes blood sugar levels. Try powdered fiber supplements in water before meals as a "filler".
3. Eliminate fried foods and limit dairy products.
4. Have a piece of fresh fruit with a glass of water immediately before a meal. The combination of fluid, fruit-sugar and fiber will help curb your appetite.
5. Limit or eliminate fast food and junk food, such as hamburgers, hotdogs, fries, doughnuts, pastries, cakes, candy etc.
6. Eat your last meal of the day as early as possible. Don't eat after nine o'clock at night. If you eat late, you'll feel exhausted in the morning.

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7. Leave the table as soon as you're done eating to avoid picking at your food and eating more. Stop eating before you feel full!

8. Chew your food thoroughly and slowly. This increases your rate of digestion and helps you to accurately gauge when you've had enough food.

9. Don't get discouraged if you cheat once in a while on your diet. Nobody's perfect, just do the best you can! Remember, it's not what you do every once in a while that counts, it's what you do every day.

10. Don't starve yourself. Snack on low calorie foods between meals without sacrificing your diet. Eat three or four small meals instead of one or two larger ones.

Note: The trouble with most diets is that they don't provide the snacks that most people need to get through those want-to-eat times. But it can also be the "snack" that derails your effort to lose weight. Foods that take as much energy to digest as the calories they contain are called "negative calorie foods". Try snacking on these negative calorie foods: Artichokes, Beets, Broccoli, Cauliflower, Celery, Cucumber, Dill Pickles, Eggplant, Green Beans, Lettuce, Mushrooms, Pumpkin, Sauerkraut, Spinach, Turnips.

8.

Exercise boosts your metabolism because you burn calories instead of storing them as fat. Exercise also increases muscle tone and your body's muscle-to-fat ratio. This is important because our muscles are the engines of our bodies that burn most of the calories. In other words, the more muscle you have, the more calories you burn... even when you're resting! Exercise enhances our mood, mind and memory. Physical exertion produces "feel good" endorphins in the brain that elevate our emotions. An exercise program targeting weight loss must include aerobic activity. It's important to elevate your heart rate, increase your breathing and sweat! Start slowly, and increase your exercise time each day as you begin to feel better. There's no need to overdo it. All you need to do is commit to a 30-minute aerobic workout three to five times per week.

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The key to exercise is to have FUN! Here are some ideas to motivate you: Dance the night away! Dancing is a wonderful way to exercise by yourself or with a friend because you don't watch the clock. Hike into the wild blue yonder. There's nothing better than getting outdoors. Nature has a way of clearing your mind and boosting your energy, and it doesn't feel like exercise because it's so much fun. Other fun sports: basketball, biking, roller-blading, swimming, tennis, soccer, volleyball, aerobics, football, softball and more! Find something you enjoy and stick with it!

Helpful Exercise Hints:

Start out slowly and set realistic goals. It's better to play it safe, than to injure a muscle or ligament. Drink plenty of water before, during and after exercise. Warm up those muscles. Do light stretching before engaging in any exercise. Keep a fitness journal.

10.

Walking is easy on the joints and wallet, and for those who haven't exercised regularly, it's the best way to get started. Brisk walking is one of the most effective forms of exercise. Walking before meals will also help to reduce your appetite.

A commitment to losing weight involves dedication to making the right dietary and exercise choices. We know what we should be doing to obtain our weight loss goals, but a diet is hard to stick to in reality. Take each day at a time and develop healthy habits that will last a lifetime. Grueling exercise and starving yourself will never be enjoyable enough to become a permanent habit. Engage in a fun activity at least three days a week for 30 minutes until it becomes a natural and enjoyable part of your daily routine. Following these simple principals will keep you lean, healthy, attractive and happy for years to come!

11.


PHENSAFEE

DIET & EXERCISE

Safe

Effective

Natural



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